

## **ABSTRACT OF THE DISCLOSURE**

A method is provided for facilitating transactions between a product brand manager and manufacturing organizations using a transactional computer system. The product brand manager has a product brand and product brand information that includes information for manufacturing the product brand, and there is manufacturing organization information for each of the manufacturing organizations that includes the manufacturing process capabilities of the respective manufacturing organization. The method includes communicating the product brand information from the product brand manager to the transactional computer system, and communicating the manufacturing organization information for the manufacturing organizations from the manufacturing organizations to the transactional computer system. The method also includes using the transactional computer system to process the product brand information and the manufacturing organization information to select at least one candidate manufacturing organization from the manufacturing organizations and to generate selection information regarding the at least one candidate manufacturing organization. The selection processing uses the transactional computer system to compare the product brand information to the manufacturing organization information. The method further includes using the transactional computer system to communicate the selection information to the product brand manager. A related method is provided for the selection of product brand managers for the benefit of a manufacturing organization. Related systems also are disclosed.